

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Harding et al.

Application No.: 10/750,163

Confirmation No.: 5011

Filed: December 31, 2003

Art Unit: 3625

For: PROFILING ITEM SELLERS TO INFORM
ITEM PURCHASING DECISIONS AND
BUILD TRUST IN A MULTIPLE-SELLER
MARKETPLACE

Examiner: A. A. Shah

RESPONSE TO NON-FINAL OFFICE ACTION

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

INTRODUCTORY COMMENTS

In response to the Non-Final Office Action dated June 7, 2007, please amend the above-identified U.S. patent application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Amendments to the Abstract begin on page 6 of this paper.

Amendments to the Drawings begin on page 7 of this paper.

Remarks begin on page 8 of this paper.